

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

Claims 1 and 2. (Canceled)

3. (Amended) The interactive advertising system of claim 74, An electronic information content distribution processing system as in claim 1, wherein there is provided an interactive advertisement specific channel for distributing only the electronic information contents concerning said interactive advertisements.

4. (Amended) The interactive advertising system of claim 74, An electronic information content distribution processing system as claimed in claim 1, wherein said electronic information contents are provided so as to be distributed using existing broadcasting infrastructure or communication infrastructure.

5. (Amended) The interactive advertising system of claim 4, An electronic information content distribution processing system as claimed in claim 1, wherein[[.]] in the case of using said existing broadcasting infrastructure or communication infrastructure, at least broadcasting information content and ~~contents concerning an arbitrary broadcasting program and electronic information contents concerning said~~ interactive advertisement content are constructed in a group of data, and the data are transmitted to be multiplexed in a vertical blanking period of a television broadcast

signal adopted at said existing broadcasting infrastructure or communication  
infrastructure.

Claims 6 and 7. (Canceled).

8. (Amended) The interactive advertising system of claim 74, An electronic-  
~~information content distribution processing system as claimed in claim 1, wherein, in the~~  
~~case where broadcasting information contents concerning an arbitrary program and the~~  
~~electronic information contents concerning said advertisement are transmitted to be~~  
~~multiplexed by an existing broadcasting infrastructure said information processing~~  
~~apparatus displays, said an~~ wherein said electronic gaming console displays at least  
one interactive ~~advertisement video image based on said electronic information~~  
~~contents prior to displaying said broadcasting information contents.~~

9. (Amended) The interactive advertising system of claim 8, An electronic-  
~~information content distribution processing system as claimed in claim 8, wherein[[,]]~~  
when the display of said broadcasting information contents is terminated, said electronic  
gaming console ~~information processing apparatus displays said~~ at least one interactive  
~~advertisement video image.~~

10. (Amended) The interactive advertising system of claim 8, An electronic-  
~~information content distribution processing system as claimed in claim 8, wherein[[,]]~~  
when said an interactive advertisement ~~video image~~ is displayed, said electronic gaming  
console ~~information processing apparatus~~ executes a control program so as to select  
whether to set a mode for displaying said broadcasting information contents or a mode  
for continuously displaying said interactive advertisement content ~~video image~~.

Claim 11. (Canceled).

12. (Withdrawn) An information distribution apparatus for distributing electronic  
information contents containing an advertisement to a user, said apparatus comprising:

a data inserter for constructing the electronic information contents concerning  
said advertisement in a group of data, and inserting the contents into a carrying signal;  
and

a transmitter for transmitting the carrying signal produced by constructing and  
inserting the data into said data inserter to a user's information processing apparatus.

13. (Withdrawn) An information distribution apparatus as claimed in claim 12,  
wherein said data is distributed by using existing broadcasting infrastructure or  
communication infrastructure.

14. (Withdrawn) An information distribution apparatus as claimed in claim 12,  
wherein said data is provided so as to be transmitted after multiplexed in a vertical

blanking period of a television broadcast signal adopted by said broadcasting infrastructure.

15. (Withdrawn) An information distribution apparatus as claimed in claim 14, wherein said data inserter is provided so as to construct and insert the electronic information contents concerning said advertisement and broadcast information contents concerning an arbitrary program in a group of data.

16. (Withdrawn) An information distribution apparatus as claimed in claim 12, wherein said electronic information contents are provided so as to be distributed to a user through a advertisement specific channel assigned in advance.

17. (Withdrawn) An information distribution apparatus as claimed in claim 16, wherein video image element information and audio information concerning a plurality of advertisements whose information can be operated; and program information for processing these items of information are provided so as to be distributed by using said advertisement specific channel.

Claims 18-36. (Canceled).

37. (Original) The interactive advertising system of claim 78, An information-  
~~processing apparatus as claimed in claim 36,~~ wherein a communication modem is

provided at said hand held terminal device so as to receive said electronic information contents distributed by using an existing communication infrastructure.

Claims 38-51 (Canceled).

52. (Withdrawn) An information distributing method, comprising the steps of:  
inserting electronic information contents containing video image element  
information and audio information concerning an advertisement that can be operated;  
and program information for processing these items of information into a carrying signal;  
and  
transmitting the carrying signal having said electronic information contents  
inserted thereinto.

53. (Withdrawn) An information distributing method as claimed in claim 52,  
wherein said electronic information contents are distributed by using an existing  
broadcasting infrastructure or communication infrastructure.

54. (Withdrawn) An information distributing method as claimed in claim 52,  
wherein said electronic information contents are transmitted to multiplied in a vertical  
blanking period of a television broadcast signal adopted by said broadcasting  
infrastructure.

55. (Withdrawn) An information distributing method as claimed in claim 54, wherein the step of inserting said electronic information contents is executed to insert the electronic information contents concerning said advertisement and broadcasting information contents concerning an arbitrary program to be constructed in a group of data.

56. (Withdrawn) An information distributing method as claimed in claim 52, wherein said electronic information contents are provided to be distributed to an user through an advertisement specific channel that has been assigned in advance, and wherein the electronic information contents are provided to be distributed using said advertisement specific channel.

Claims 57-73. (Canceled).

74. (New) An interactive advertising system comprising:  
an electronic distribution apparatus adapted to distribute electronic information content which includes interactive advertisements and broadcast information;  
a tuner adapted to receive the interactive advertisements and broadcast information and store the interactive advertisements and broadcast information in a first storage device; and  
an electronic gaming console adapted to retrieve the interactive advertisements and broadcast information from the first storage device, store the interactive advertisements and broadcast information in a second storage device, and process

either the interactive advertisements or broadcast information for display based on a user selection.

75. (New) The interactive advertising system of claim 74, wherein the interactive advertisements are displayed either as a two-dimensional or three-dimensional image.

76. (New) The interactive advertising system of claim 75, wherein the electronic gaming console comprises:

a controller adapted to allow a user to manipulate interactive features of the selected interactive advertisement.

77. (New) The interactive advertising system of claim 76, wherein the interactive features may include zooming, rotating, manipulating colors, changing viewing perspectives, and accessing other images.

78. (New) An interactive advertising system comprising:

an electronic distribution apparatus adapted to distribute electronic information content which includes interactive advertisements and broadcast information;

a tuner adapted to receive the interactive advertisements and broadcast information and store the interactive advertisements and broadcast information in a first storage device; and

a hand held terminal device connectable to said tuner device, wherein said hand held terminal device comprises:

a computing unit adapted to retrieve the interactive advertisements and broadcast information from the first storage device, store the interactive advertisements and broadcast information in a second storage device, and process either the interactive advertisements or broadcast information for display based on a user selection;

a control unit adapted to enter said user selection; and

a display unit adapted to display the processed interactive advertisements and the broadcast information.

79. (New) The interactive advertising system of claim 78, wherein there is provided an interactive advertisement specific channel for distributing only the electronic information contents concerning said interactive advertisements.

80. (New) The interactive advertising system of claim 78, wherein said electronic information contents are provided so as to be distributed using existing broadcasting infrastructure or communication infrastructure.

81. (New) The interactive advertising system of claim 80, wherein in the case of using said existing broadcasting infrastructure or communication infrastructure, at least broadcasting information content and interactive advertisement content are constructed in a group of data, and the data are transmitted to be multiplexed in a vertical blanking period of a television broadcast signal adopted at said existing broadcasting infrastructure or communication infrastructure.



82. (New) The interactive advertising system of claim 78, wherein said hand held terminal device displays at least one interactive advertisement prior to displaying said broadcasting information contents.

83. (New) The interactive advertising system of claim 82, wherein when the display of broadcasting information content is terminated, said hand held terminal device displays at least one interactive advertisement.

84. (New) The interactive advertising system of claim 82, wherein when an interactive advertisement is displayed, said hand held terminal device executes a control program so as to select whether to set a mode for displaying said broadcasting information content or a mode for continuously displaying said interactive advertisement content.

85. (New) The interactive advertising system of claim 78, wherein the interactive advertisements are displayed either as a two-dimensional or three-dimensional image.

86. (New) The interactive advertising system of claim 85, wherein the hand held terminal device comprises:

a controller adapted to allow a user to manipulate interactive features of the selected interactive advertisement.

87. (New) The interactive advertising system of claim 86, wherein the interactive features may include zooming, rotating, manipulating colors, changing viewing perspectives, and accessing other images.

88. (New) A method of displaying interactive advertisements and broadcast information stored in the memory of an information processing apparatus, comprising:

initially displaying a spot advertisement and not broadcast information in response to a user selecting to view broadcast information;

executing a control program such that the user may select whether to proceed to view broadcast information or view interactive advertisements;

displaying, in response to a selection to view interactive advertisements, an interactive advertisement comprising a two-dimensional or a three-dimensional video image with at least a hierarchy of the display contents of the spot advertisement that may be navigated by the user; and

displaying, in response to a selection to view the broadcast information, broadcast information.

89. (New) The method of claim 88, wherein the information processing apparatus is a video game console.

90. (New) The method of claim 88, wherein the information processing apparatus is a personal computer.

91. (New) The method of claim 88 wherein the information processing apparatus is a hand held terminal device.

92. (New) The method of claim 88, wherein the electronic information contents is transferred to the information processing apparatus by an analog terrestrial wave.

93. (New) The method of claim 92, wherein the data format of the electronic information comprises:

- a transfer request command at the beginning of the data;
- dummy packet following the transfer request command;
- a program start command; and
- program data packets.

94 (New) The method of claim 93, wherein the program data packets are organized into blocks and wherein each block comprises:

- a block header;
- a program start command at the beginning of the program data packets; and
- the data packets themselves.

95 (New) The method of claim 94, wherein data of the program data packets comprises:

- program information, wherein the program information comprises:

- an application main body;

a module group; and

a library group;

and a video image element information and audio information, wherein the video image element information and audio information comprises:

a graphic model data group;

a graphic texture data group;

a sound sequence data group; and

a sound wave group.

96. (New) An electronic gaming console comprising a user selectable device allowing a user to select between operations modes comprising:

a game mode for executing a game based on data from an optical disk device;

a program reproduction mode for displaying broadcast information stored within an internal memory; and

an interactive advertisement operating mode for displaying interactive advertisements stored within an internal memory.

97. (New) A hand-held information processing apparatus comprising a user selectable device allowing a user to select between operations modes comprising:

a game mode for executing a game based on data from a memory device;

a program reproduction mode for displaying broadcast information stored within an internal memory; and

an interactive advertisement operating mode for displaying interactive advertisements stored within an internal memory.